

What is claimed is

1. A packaging comprising an applicator for applying liquid and pasty media, characterized in that the applicator (1.4; 2.2; 3.2; 4.1; 5.1; 6.1; 7.1; 8.1; 9.5; 10.5) consists of a material which is permeable to the medium (1.5;...) and covers a dispensing opening (1.6;...) of the packaging (1.0;.....10.0), to which it is connected at least in partial areas of the contact surface.
2. A packaging according to claim 1, characterized in that it is configured as a deep-drawn packaging having at least one deep-drawn cup (1.1;...) and a sealed-on cover film (1.7;...).
3. A packaging according to claim 1 and 2, characterized in that the dispensing opening (1.6;...) is designed as a predetermined break point (1.3) of the at least one cup or of the at least one nozzle-shaped section (1.2;...) of the same, to which the applicator is connected.
4. A packaging according to claim 3, characterized in that the applicator is fixed by gluing or sealing.
5. A packaging according to claim 4, characterized in that the glued or sealed region extends only over portions of the contact region between the applicator and cup, leaving free especially the predetermined break point.
6. A packaging according to claim 1, characterized in that the applicator consists of absorbent material, such as a foamed material, nonwoven fabric, or felt.
7. A packaging according to claim 3 through 5, characterized in that the predetermined break point forms a separate or common break-off tip (10.4) of the at least one cup (10.1.1; 10.1.2) or of the at least one nozzle-shaped section.

8. A packaging according to claim 1 through 3, characterized in that the applicator has, above the dispensing opening, a delivery channel extending at least partly to the outside, in the form of cuts or punchings (5.2).
9. A packaging according to claim 1 through 3, characterized in that the applicator has at least one perforation or cavity (6.2) extending at least partly from the cup to the outside.